To: 1645 - Buffalo Chain (VICKERB)
From: Campbell, Judy
Edited: 3/24/98 10:24
Subject: SUPERMARKET PROMOTION #800220

S

HI RENEE,

I HAVE MAILED BOTH THE TOPS AND VIX ATTACHMENTS TO ALL AFFECTED RETAIL MGRS / RETAIL REPS.

I HAVE NOT MAILED THE FINAST ATTACHMENT AS IT IS OUTSIDE OUR REGION AND THOUGHT YOU WOULD NEED TO INCLUDE SOME TYPE OF COVER LETTER WITH IT.
YOU CAN E-MAIL AS NECESSARY. ALSO, NOT SURE HOW TO HANDLE THE 43 SKUS OF P.O.S. AND MERCHANDISER CARDS THAT NEED TO GO THESE STORES. IN OUR REGION I SENT THEM DIRECTLY TO RETAIL REPS. I WILL TRANSFER THESE TWO ITEMS (540881 POS AND 540890 MERCH. CARD) TO REGION 17XX AND YOU CAN DIRECT THEM TO EITHER SEND TO STORES OR THEIR RETAIL REPS.

JUDY

Renee -
If to stores -
I will send.
J

To Rgn 17XX
Finast 43
Bi-Lo 28

To Stores

51861 0988

Source: https://www.industrydocuments.ucsf.edu/docs/tzcn0000

Judy. list of stores you requested

51861 0989

RR TERR	ACCT	FULL NAME	ADDRESS	CITY	STATE	ZIP	PHONE NO
~~0~~	~~507994~~	~~FIRST NAT PICK N PAY~~	~~6363 MAIN ST~~	~~WILLIAMSVILLE~~	~~NY~~	~~14221~~	~~716 635 5354~~
~~0~~	~~194970~~	~~FIRST NATIONAL WHSE~~	~~17000 ROCKSIDE RD~~	~~MAPLE HEIGHTS~~	~~OH~~	~~44137~~	~~216 587 7100~~
0	333849	FINAST #870	7300 SAINT CLAIR AVE	CLEVELAND	OH	44103	216 881 5774
172920	024323	FINAST #878	230 HOWE RD	CUYAHOGA FALLS	OH	44221	330 922 0131
172920	587262	FINAST #861	3750 W MARKET ST	FAIRLAWN	OH	44333	330 665 5332
172920	685513	FINAST #857	857 GRAHAM RD	STOW	OH	44224	330 520 0070
172921	424938	FINAST #825	360 E WATERLOO RD	AKRON	OH	44319	330 773 9339
172922	716475	FINAST #824	600 SOUTH AVE	TALLMADGE	OH	44278	216 630 7171
173021	840683	FINAST #882	4876 N RIDGE	ASHTABULA	OH	44004	216 969 1767
173024	537890	FINAST #819	5772 YO. WARREN ROAD	NILES	OH	44446	216 652 8088
173024	738523	FINAST #823	2425 NORTH RIVER ROAD	WARREN	OH	44483	216 372 5511
173027	569026	FINAST #820	417 BOARDMAN POLAND	BOARDMAN	OH	44512	330 629 2603
173320	333039	FINAST #812	18501 NEFF RD	CLEVELAND	OH	44119	216 486 9676
173320	333800	FINAST #850	5150 WILSON MILLS RD	RICHMOND HTS	OH	44143	216 460 0900
173320	333021	FINAST #837	1395 SOM CENTER RD	MAYFIELD HGTS	OH	44124	216 442 7942
173321	530503	FINAST #875	400 SHEFFIELD CENTER	SHEFFIELD TWP	OH	44054	216 233 5461
173321	841305	FINAST #854	1499 COLUMBIA RD	WESTLAKE	OH	44145	216 835 2940
~~173321~~	~~812413~~	~~FINAST #814~~	~~32844 WALKER RD~~	~~AVON LAKE~~	~~OH~~	~~44012~~	~~440 933 0801~~
173322	699970	FINAST #810	21593 LORAIN AVENUE	FAIRVIEW PARK	OH	44126	440 356 3666
173322	842006	FINAST #88	26350 GRT NORTH	NO OLMSTED	OH	44070	216 777 9150
173322	429222	FINAST #831	14100 DETROIT AVE	LAKEWOOD	OH	44107	216 226 2698
173322	429737	FINAST #846	371 W BAGLEY RD	BEREA	OH	44017	216 234 9097
173322	547558	FINAST #874	10950 LORAIN AVE	CLEVELAND	OH	44111	216 251 5718
173322	738525	FINAST #843	17400 LORAIN ROAD	CLEVELAND	OH	44111	216 251 1844
~~173323~~	~~812414~~	~~FINAST #838~~	~~3688 CENTER RD~~	~~BRUNSWICK~~	~~OH~~	~~44212~~	~~330 273 5777~~
173324	325899	FINAST #811	821 CLEVELAND ST	ELYRIA	OH	44035	216 366 1991
173325	663050	FINAST #866	4798 RIDGE RD	BROOKLYN	OH	44144	216 398 7222
173325	690376	FINAST #844	1825 SNOW RD	PARMA	OH	44134	216 351 5473
173325	619348	FINAST #826	8210 MACEDONIA COMMO	MACEDONIA	OH	44056	216 467 7474
173326	022601	FINAST #877	6677 PEARL RD	PARMA HEIGHTS	OH	44130	216 842 9472
173326	429922	FINAST #848	1225 W PLEASANT VALL	PARMA	OH	44134	216 845 5545
173326	479444	FINAST #817	7919 DAY DR	PARMA	OH	44129	216 842 5255
173326	693077	FINAST #828	18300 ROYALTON RD	STRONGSVILLE	OH	44136	216 238 9491
173327	237505	FINAST #868	6699 CENTER ST	MENTOR	OH	44060	216 255 3551
173327	512790	FINAST #841	1581 MENTOR AVE	PAINESVILLE	OH	44077	216 354 9795

Source: https://www.industrydocuments.ucsf.edu/docs/tzcn0000

RR TERR	ACCT	FULL NAME	ADDRESS	CITY	STATE	ZIP	PHONE NO
173327	959534	FINAST #872	34700 VINE ST	EASTLAKE	OH	44095	216 951 2006
173328	840388	FINAST #834	6711 BROADWAY AVE	CLEVELAND	OH	44105	216 883 0711
173328	335121	FINAST #856	11501 BUCKEYE RD	CLEVELAND	OH	44104	216 231 7175
173328	368017	FINAST #873	11905 SUPERIOR AVE	CLEVELAND	OH	44106	216 721 9552
173328	281472	FINAST #876	3628 MAYFIELD RD	CLEVELAND HEIGH	OH	44118	216 291 2300
173328	584477	FINAST #830	24601 CHAGRIN BLVD	BEACHWOOD	OH	44122	216 381 3089
173329	429166	FINAST #859	3024 CLARK AVE	CLEVELAND	OH	44109	216 281 0500
173330	575091	FINAST #833	22777 ROCKSIDE RD	BEDFORD	OH	44146	216 232 8900
173330	730396	FINAST #822	4948 TURNEY RD	GARFIELD HGTS	OH	44125	216 641 0411
173330	394040	FINAST #89	16820 HARVARD & LEE	CLEVELAND	OH	44128	216 283 9400
173330	665261	FINAST #862	33605 AURORA RD	SOLON	OH	44139	216 248 3155
673727	339717	FINAST #851	4020 MILAN RD	SANDUSKY	OH	44870	419 625 0433

Source: https://www.industrydocuments.ucsf.edu/docs/tzcn0000

51861 0991

Second Quarter 1998 April Supermarket DORAL $1.00/2 Packs
Promotion #800220
40 Offers per Supermarket (2 SKUs 20 each)
#540890 - 24" PMC, #540881 POS Card

	Region	# Offers	# SKUs 20 ea	Total 6M Cases	24" PMC #540890 (1/SKU)	POS Card #540881 (1/SKU)	Lt Mthl 100	Ult Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box
1100	Boston	6,000	300	40	150	150	10	10	10	10	0	0
1600	Buffalo	16,800	840	112	420	420	28	28	28	28	0	0
1700	Pittsburgh	13,200	660	88	330	330	22	22	22	22	0	0
1800	Cincinnati	3,600	180	24	90	90	6	6	6	6	0	0
	Total NESA	39,600	1,980	264	990	990	66	66	66	66	0	0
2100	Winston-Salem	59,400	2,970	398	1,485	1,485	100	100	99	99	0	0
2200	Atlanta	1,800	90	12	45	45	3	3	3	3	0	0
2900	Richmond	1,800	90	12	45	45	3	3	3	3	0	0
	Total SSA	63,000	3,150	422	1,575	1,575	106	106	105	105	0	0
5400	S. California	13,800	690	92	345	345	0	0	23	23	23	23
5600	Seattle	19,200	960	128	480	480	0	0	32	32	32	32
5800	Houston	9,600	480	64	240	240	16	16	16	16	0	0
	Total WSA	42,600	2,130	284	1,065	1,065	16	16	71	71	55	55
6200	Chicago	9,600	480	64	240	240	16	16	16	16	0	0
6600	Denver	13,200	660	88	330	330	22	22	22	22	0	0
6700	Detroit	3,000	150	20	75	75	5	5	5	5	0	0
6900	St. Louis	6,600	330	44	165	165	11	11	11	11	0	0
	Total MWSA	32,400	1,620	216	810	810	54	54	54	54	0	0
	GRAND TOTAL	177,600	8,880	1,186	4,440	4,440	242	242	296	296	55	55

Allocations based on committed chains - 2/SKUs of 20 each.

NOTE: See second quarter chains participating - DORAL promotions.

Carton UPC Stickers on white carton as follows:

12300-25161 Lt. Mthl 100

12300-25163 Ult 100

12300-25165 Lt. Box 100

12300-25166 FF Box 100

12300-25167 Lt Box

12300-25168 FF Box

rjl001/ccd
1/13/98

Source: https://www.industrydocuments.ucsf.edu/docs/tzcn0000

DORAL Supermarket Promotions - Second Quarter

Region	Chain	# Stores	# DORAL SKUs
1100 Boston	Hannaford Brothers	150	300
1600 Buffalo 8/2/66	Tops & Vix 6	68	136
194970	Finast 3 RMD	44 123	88 246
	Vix	11	22
	Bi-Lo	70	140
Penn 4/82000	Big Bear	83 290	166
	Quality	43	86
	P & C DK	65 DK	130 580
	Insalaco	29	58
1700 Pittsburgh	Riser Foods	38	76
	Giant Eagle	50	100
	Giant Foods	80	160
	Weis Markets	150	300
1800 Cincinnati	Marsh	85	170
Total NESA		966	1,932
2100 Winston-Salem	Bi-Lo	257	514
	Ingles	198	396
	Food City	66	132
	Lowes	56	112
	Food Lion	898	1,796
2200 Atlanta	Bruno's	45	90
2900 Richmond	Farm Fresh	36	72
Total SSA		1,556	3,112
5400 S. California	Von's	335	670
5600 Seattle	Albertson's*	0	0
	Safeway-Seattle	176	352
	Safeway-Denver	114	228
	Safeway-Portland	105	210
	Safeway-Phoenix	80	160
5800 Houston	H. E. Butt	230	460
Total WSA		1,040	2,080
6200 Chicago	Fareway	65	130
	Hy-Vee	168	336
6600 Denver	Dillons	66	132
	Dillons-Gerbes	22	44
	Consumer Bogarts	42	84
	Town & Country	45	90
	Ramey's	30	60
	Bakers	19	38
	Sixth Street Markets	12	24
	United Supermarkets	24	48
	Beachlers	6	12
	No Frills	9	18
	B & F Foods	11	22
	Smitty's	8	16
	Woods	8	16
	Super H	11	22
	Bratain Foods	10	20
6700 Detroit	Meijer	57	114
	Sun Mgmt.	14	28
6900 St. Louis	Kroger Nashville	80	160
	Dierbergs	16	32
	Niemann	24	48
	Shop'n Save	32	64
Total MWSA		779	1,558
TOTAL		4,341	8,682

8 Cases
20 offers
Per SKU
20 Cases Per

* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD
Minneapolis Region - Supermarket Chains not participating.

rjl001/ccd
1/13/98

51861 0992

Source: https://www.industrydocuments.ucsf.edu/docs/tzcn0000